




## Luc'id Hair

### Customer Profile

Professional Hair Salon,  
Dubai, UAE

### Founded

2008

### Website

[www.LucidDubai.com](http://www.LucidDubai.com)

### Category

Web Design  
Web Development  
Logo Design  
Media Design

### Customer since

December 2009

*"Believe me I looked; and the quality of service I'm getting from NDB is worth every penny".*

- Luke Bingham,  
Director  
Luc'id Hair, Dubai

*"I can't believe how quick and easy it was".*

- Luke Bingham,  
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# Luc'id Hair – Cuts costs by choosing the NDB Branding Service

WHAT'S YOUR ID...



## Background

Based at the beautiful Angsana Hotel in Dubai, Luc'id Hair has a reputation for leading industry styles, and is arguably one of the top salons in the UAE. Services range from relaxation methods, massage and consultation to world class hair styling and cuts.

## Challenge

Luc'id Hair required the ability to reach new customers. Company re-branding is a good way of reinventing a company, and opens new doors which can allow for expansion. Luke is always looking for tools to distinguish his business from the competition.

In an industry where many hair stylists try to make a name for themselves, the market can become a very fierce environment. Companies like Luc'id Hair need to be reinvented so that the underlying passion, company ethic and existing customer relationships are not lost. Customers need reassurance about rebranding, ensuring security, quality and good support. Enter NDB...

*"I'll admit I was worried about rebranding. I spoke to some of NDB's other customers that had experience of their service – my mind was put at ease and I was now looking forward to moving within a fast paced environment knowing I had the full support of NDB behind me".*

## Solution

Website Development, new logos and matching company media where all proposed. The NDB creative department perfected several striking images for the logo and then set to work on the website.

Bright, vibrant designs were used for the logos and website NDB produced for Luc'id Hair. The front page has a moving phoenix and a slide show was also incorporated to allow Luke to upload and display photos of the salon easily, with minimum fuss. Additionally, a dynamic weather gadget was added which changed on a daily basis. For accessibility, font size controls were also added.



## Case Study Luc'id Hair – Cuts costs by choosing the NDB Branding Service

### Easy Implementation

For Luc'id Hair, implementation was easy. The scope of the project was developed by both companies working together and reaching defined goals.

*"The NDB guys really know how to put a customer at ease – I can't believe how quick and easy everything was. I'll admit I'm cautious when it comes to investing my company's money, so choosing the right company is essential. Believe me I looked; and the quality of service I'm getting from NDB is worth every penny".*

### Results and ROI

Keeping costs low is usually a major factor for all companies that approach NDB. With this in mind, the NDB Web and Logo Services have evolved over the past year, utilising Open Source technologies, techniques and tools. By keeping our overheads low, we are able to pass the savings onto our clients whilst maintaining high quality professional results.

NDB often work with companies outside the UK and work to their own strict standards as well as worldwide recognised industry standards. NDB can efficiently manage customer projects whilst maintaining a constant flow of communication.

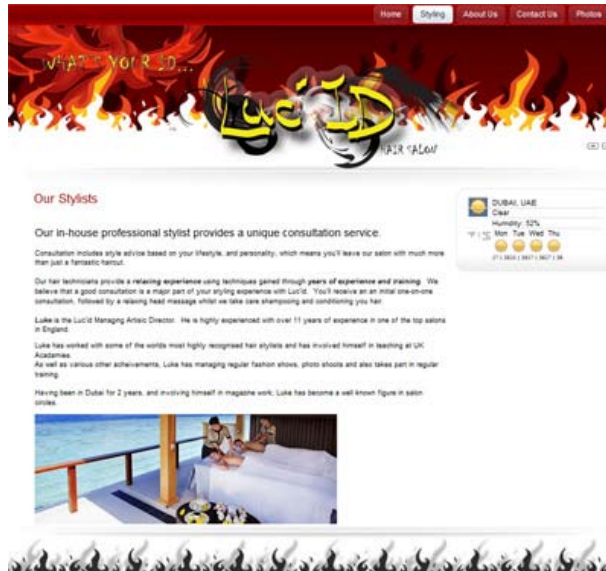
Utilising Google Analytics allows NDB to produce highly flexible daily, weekly and monthly reports. NDB suggest changes and set up campaigns. NDB still work closely with Luc'id Hair to compile website visit trends, and customise the website to improve overall statistics; thus producing a better Return on Investment.

### Moving Forward

Luc'id Hair gets additional exposure via the NDB website, and other links. Search Engine Optimisation, metatags and keywords have all helped raise their profile.

*"Talk to past customers and then you'll want to do it!"*

- Luke Bingham,  
Director  
Luc'id Hair, Dubai



**NDB Europe Limited**  
Pavilion Offices  
536 Hall Road  
Hull, HU6 9BS  
0845 2574282  
www.ndb-europe.co.uk

To companies who are still not sure about whether to utilise the NDB company rebranding Service, Luke says it's time to take the plunge. What does he recommend other companies do?

*"Past customers are a key to finding out whether it will work for you. Talk to past customers and then you'll want to do it!"*